

# SOUTH BEND NEWS-TIMES

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SOUTH BEND, INDIANA, JANUARY 13, 1915.

## PEDESTRIANS AND THE STREET CAR SERVICE.

Another word incident to the street car situation, and a tip for Mr. Harley, superintendent of transportation, when he comes to address the Lincoln Civic club, Thursday night. Really it isn't fair, in view of the necessity of walking, so frequently imposed upon the public, that they should have to resort to the pavement between the rails—the street car right of way—in order to find a fit place to perambulate.

If the public must walk, or virtually so, in order that they may reach a given destination at some specified time, that the city administration should insist upon passable sidewalk conditions, goes without question. But the administration is not doing this. Perhaps the walks are as free from snow, ice and slush, as they have been in previous years, in similar weather, but this was to be an administration of improvement along all lines calculated to make South Bend a more desirable place to live in. We take this to apply to sidewalks more available for agreeable use, as well as along lines that involve public morals, though, of course, these latter should not be overlooked. And, we might add, that it not only applies to cleaner sidewalks, but in case a citizen should wish to use a street car, it should apply to see to it that there is a car somewhere in sight, in the course of the allotted quarter-hour at least.

The danger of pedestrians using the pavement between the car rails, or any of the pavement, is self-evident, especially when there are so many such pedestrians. Cars do come tearing along now and then—both trolley and motor cars—and especially the former come so seldom that one is likely to forget their existence, neglect to dodge them, and get run over. We accordingly urge the administration to do a little something to avert such contingency. It will bear repeating. If the people must walk, it is due to them that they have passable sidewalks upon which to walk, so that they need not be trespassers upon the street car company's right of way.

Or is the administration in a conspiracy with the street car company to maintain impassable walks, and try to force people to ride? The web of entanglements keeps growing more and more entangled. Perhaps Supt. Hardy will throw some true light on the subject. Surely you ought to hear him.

## PRACTICAL TOWN PROMOTION.

The question is often asked, what practical things can be done to advertise our town.

In some places the citizens wear "booster buttons"—except when they go out of town where the advertising might do some good.

Some towns take write-ups in trade papers. If these periodicals have a real circulation, this should have value. Frequently the circulation is confined to people who buy the write-ups.

In some cities business men print cuts of local scenes on their correspondence envelopes. But you can't make a town seem attractive merely by a photograph of the brick walls of some factory. You need to show pleasant streets, attractive buildings, trees and other foliage, to give some impression of taste and civic self respect.

Statements of a town's advantages are often circulated on letter heads and envelopes. These are so detailed that few people read them. Still they help the citizens of a town to respect their own achievements.

Many towns display a town slogan at the railroad station.

These mottoes are often boastful and impossible. If they concentrate in a phrase some real service the town is rendering, the idea is excellent.

Campaigns for new industries are common. These are hopeful where the citizens are willing to devote time and money to the effort.

All these ideas are good if well handled. But the most effective method is the cultivation of town spirit. Some places are full of people who always disparage their home place. They think this shows that they are persons of fine discrimination. This attitude repels would-be residents, and discourages home enterprise.

In other towns the citizens take all possible occasion to speak well of their own community. They commend its schools, churches, social life, and business push. They send away programs of entertainments, pictures of attractive scenes, newspapers containing reports of notable events. Where a town has that spirit it becomes widely known. It can't help growing.

ST. JOSEPH COUNTY'S COMMITTEE REPRESENTATION.

The representation that St. Joseph county's senators and representatives have been given on the committees of

the senate and the house, and especially of those who are from this county exclusively, who are all first terms, is noteworthy.

Senator Summers draws the chairmanship on the committee on cities and towns, and on agriculture, and is a member of the committees on finance, railroads, judiciary, banks and trust companies, and counties and townships.

Rep. Hepler is chairman of the house committee on natural resources of the state, and member of the committees on affairs of the state prison, agriculture, fees and salaries, and legislative apportionment.

Rep. Hagerty draws the chairmanship of the committee on railroads, and is member of the committees on benevolent and scientific institutions, congressional apportionment, insurance, judiciary B, and select committees and rules.

Apparently, in every instance, these men have been considered for these committees, on account of apparent fitness, and something of a power is placed in their hands, which, if rightly employed, should commend them most highly to their constituents.

And now, with the committees named, the real grind of the session is on. The hopper is open for the reception of proposed new laws and it will be up to the various committees to dissect them. The number of bills may not measure up to those of two years ago, but many of equally great importance are sure to be presented, and the limited number will admit of a larger amount of consideration,—which is one very important thing needed.

And the majority of these measures too, will have particular consideration by St. Joseph county's representatives, on some one of the committees in one house or the other. The important measures are bound to come up before them. The county, indeed, is to be congratulated on this point, and satisfactory service will be awaited with faith and hope.

## CAREER OF CONTINUOUS USEFULNESS.

When death terminated the earthly career of John Lorenz Kuespert, this community was bereft of one of its most estimable, honorable and upright citizens. Modestly and unpretentiously, and with unvarying cheerfulness, he performed his daily task. At no time did he consider labor a hardship. His philosophy pointed in an opposite direction. He found pleasure in the performance of duty—duty to himself, to family, to society. Exactions were met courageously; sacrifice evoked no mutterings of complaint or discontent. Achievement was his goal; conquest of obstacles incited to heroic effort.

For nearly a half century this community was the beneficiary of his untiring industry in ministering to the needs of the public in his line of business. Those who were served by him were served capably, diligently and honestly. To deception, duplicity and trickery he was ever a reluctant foe. What he demanded for himself he readily accorded to others. He neither expected nor exacted anything without furnishing an equivalent. In short, John Lorenz Kuespert was an honest man in the truest acceptance of the term. And in his daily walk of life he was the embodiment of congeniality. Nature endowed him with a sunny disposition. He believed in enjoying life and in making most of the opportunity to cultivate and foster happiness. To be helpful to his fellow-beings afforded him unalloyed pleasure. His sympathy was unbounded; his friendship of rock-ribbed type. Now that this good citizen, this kindly neighbor, this tried and true friend has passed from activity to eternal rest, remembrance of his sturdy manliness will linger unimpaired in the minds of those who knew him longest and best.

J. B. STOLL.

## RAILROAD ECONOMIES.

In these times when the railroads are hard pressed for funds to pay their dividends, it is to be hoped that some of the extravagances of past railroad terminal building will be avoided. It is an unwise allotment of funds, when out along the lines there are so many flimsy, dingy and dirty wooden stations, while in the great cities there is such a lavish display of marble and bronze.

Costly terminals have always been defended on the ground that they are necessary to advertise a railroad system's business. Yet by a little cooperation and consultation between heads of different roads, millions of needless expense could be saved.

A big metropolitan railroad terminal ought to be ample in size, and architecturally dignified. But cement serves precisely as well as costly fancy stones. The public in the long run pays for needless elegances, and it would never sanction them if it realized that fact.

Some one asks what has become of the girl who used to wear a woolen scarf about her neck in winter. Well, about now she is wearing a low neck waist, and stopping in at the druggist's to get some cough cura.

The movement to have social functions in the public schools made more democratic has now got so far that if a boy has a dress suit, a Prince Albert and a tuxedo, he can get by all right.

Many people, after looking back on the follies of the old year, decide with much satisfaction that it would not be possible for them to keep any New Year's resolutions.

It is claimed that the European fighters are not responsible for cutting off the hands and feet of small boys, as they merely did it when they were intoxicated.

It is believed that the various state legislatures and city councils are so anxious for economy that they will create a number of new office holders to consider ways of getting it.

A number of congressmen honored Pres't Wilson on his birthday by calling at the white house and asking for jobs for their constituents.

There is a feeling among the Sunday school pupils that it would now be prudent to adjourn study of the Bible until the first of next December.

It is hard to say whether the navy is prepared or not until it is learned if the ships are all equipped with those silver table services.

By heroic resolution at this time of year some people are able to get up in time to see the beauty of the sunrise at 7 a. m.

## Statesmen Real and Near.

By Fred C. Kelly

WASHINGTON, Jan. 13.—Besides being a double Bobby Burns, even to the way he wears his hair, Rep. Philip Pitt Campbell of Kansas has grand manners that surpass those of a lord, or an archduke, or a head waiter.

Campbell is always enveloped in an atmosphere of savoir faire. Although simple in his tastes, he looks like a person intended to ride through life in a richly upholstered brougham. No matter how much grandeur might be thrown around Campbell he would appear at ease; he would seem to belong.

All this being true, the situation was just that much more tragic when Campbell found himself the victim, a few evenings ago, of a horrible accident.

Campbell's family had occupied a cottage in the country, near Washington during the summer, and the other night, desiring to move back into the city, they hired a hack.

On the way in, Campbell noticed that the man on the box out in front was driving rather recklessly. He investigated and found that the driver was frankly drunk.

It was dangerous to allow him to drive along the road, and even more so to trust him to the thick traffic of the city. So there was only one thing to do. Campbell had to change places with the driver.

Now, obviously, it is embarrassing to a dignified member of congress to get up on a box of a public hack and drive through the streets of a nation's capital to one of the big hotels. Campbell therefore paused to give careful thought to the situation before proceeding on his way. It occurred to him that he would feel more comfortable if he wore a disguise to prevent the possibility of any of his statesmen friends recognizing him. So he sought to change clothes with the driver.

But the driver's brass buttoned coat would not fit him. However, the high hat, of true coachman design, did fit him, and Campbell put it on. He ushered the driver into the carriage, where, although he was none too acceptable company for the family, he was at least beyond doing harm, and then he, the congressman, mounted the seat out in front.

Campbell wears a small pair of modified sideburns; they are only a mere suggestion of sideburns, but on this fateful night they were a great help. Taking his face as a whole, Campbell does not look at all like a hack-driver, yet, by pulling the plug hat as far down over his brow as possible, and with the sideburns to help out the disguise, he defied detection. He drove up in front of a fashionable hotel, without any of the gay throngs thereabouts having the slightest suspicion that he was in. "And," says Campbell ruefully, "as he relates the episode, 'in a way the most disheartening feature of the whole thing was the fact that I was not recognized. Ah, to think that merely by changing my hat I could so easily be accepted as a hack-driver!'

Before leaving the subject of Philip Pitt Campbell we desire also to tell this: Reps. Martin Madden of Chicago and Elmsworth R. Bathrick of Ohio sat on a lounge just outside the house chamber. Along came Campbell.

"I have in my library," remarked Madden, "an excellent picture of Bobby Burns, and I am going to get another one just like it to use for a picture of Phil Campbell. I want to say to you that I'm crazy about the way Phil combs his hair."

"You mean," suggested Bathrick, "cracking a joke for the first time since election, 'the way he does not comb it.'"

## A RELIEF.

"You seem happier."

"Yes," responded the clerk in the department store. "Since the Christmas rush ended I've been transferred from the silk counter to the grindstone department. And very few women out shopping insist on pawing over that stuff."

The Union Trust Company's Christmas Savings Club is now open. Come in and let us tell you all about it.—Adv.

## THE SOUTH BEND NEWS-TIMES

# THE MELTING POT

## COME! TAKE POTLUCK WITH US.

The trained editorial writer, with his ingrained conception of the responsibility imposed by publication and his broader view of the field of battle, uses his artillery and ammunition prudently, keeping something in reserve. When the layman drops into print he cuts loose with both barrels.

THE horse swapping age is ancient history so far as its currency is concerned, though still practiced sporadically. In pioneer days horse swapping was a part of the commercial and social activities. Saturday in town was a big day for the custom, which in the acuteness and skill with which it was practiced became a game.

THIS accounts for the ancient popularity of the horse. For though nobody, in the long run, ever made any money swapping horses, there was always before them the hope and the possibility, and above all the spirit and rivalry of it.

OUR idea of the height of opportuneness is the lowering of the car steps just as the wide skirts are coming into vogue.

When Editors Wake Up.  
(Jackson Citizen-Press.)  
There are more than 7,000 inmates of asylums for the insane in Michigan. That something is wrong with our mode of life is certain.

IF given the authority we could name a committee that would take care of the freak bills presented in the legislature in a manner which might save the state some of its reputation for sanity. On that committee we would place the jokemasters of the Indiana press.

IF, as an esteemed contemporary maintains, a policeman should never tell more than he knows, there is no embargo on a policeman knowing more than he tells. At least it isn't operative.

Sneer at a Pun, Will You?  
(Essays by Sir T. Charles and Lady Morgan.)

Of all the bores in the infinite region of boredom there is none greater than an honest man's gorge rising with more disgust than the villainous sportsman who, unblest with any prominent excellence to distinguish him from the common herd, seeks to make himself considered in society by professing to dislike a pun. Were a punster by his very nature less than the mildest tempered fellow in Europe, the least inveterate must long ago have paid damages on account of these Smellfuguses—so strongly must he be tempted to smite, when thus thwarted by their croaking, in the career of his humour.

## Short Talks on Advertising

No. 14.

BY R. S. NEWMAN.

Some merchants think all that is necessary in advertising is to put an advertisement in the newspaper and let the readers do the rest, but the response to the advertisement will be determined by how many previous attempts he has made to get other stores' customers into his store and how well his store's methods impressed those who came in.

If I was running a big store I would arrange the sales organization in classes, small enough that their absence from their stations for ten minutes would not be noticed, then I would send them to the advertising manager's room every morning for instructions about the day's advertising. I would have them understand just what I was trying to do with each advertisement—just what the goods were, where they came from, and how they happened to be so cheap, or so good, or both. Then the permanency of a clerk's position would be determined by his ability to talk intelligently about the things which I was concentrating my daily efforts upon telling.

Newspapers are sometimes blamed for the ill-success of an advertisement when the real fault is right in the store.

Don't ever expect spasmodic advertising to pay—an ad just once in a while won't even make a ripple, better save your money.

The other day I was in a store that advertised just once in a while and the best salesmen were really ashamed to be associated with such an unprogressive merchant. Can you imagine them getting real enthusiastic with a customer?

The enthusiasm of your force is an echo of your enthusiasm and the pulse of your enthusiasm can be registered by your advertising.

A fair advertising appropriation, judiciously used, would be of double advantage to this merchant and to other merchants of his class because he would not only reap the benefits of the advertising but change his entire selling force from an unenthusiastic to an enthusiastic, confidence inspiring, boosting organization.

Advertising inspires confidence and it is reasonable to believe that the firm who does not advertise does not have confidence in his goods.

## JOIN THE AMERICAN TRUST MONEY CLUB.

You will receive a Christmas check December 15, 1915, if you do. This club provides Christmas money, but what is more important it develops the savings habit. The Club is now open. Everyone is joining.

THE AMERICAN TRUST CO. Adv.

The Union Trust Company's Christmas Savings Club is now open. Come in and let us tell you all about it.—Adv.

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THE AMERICAN TRUST CO. Adv.

For the Greatest Bargains in High Grade Furniture, attend the Mark Down Sale at the Feistkorn Furniture Co.—Adv.

# POTTAWATOMIE PARK

VIEWS OF THE PARK BOARD

To the Editor:—

Anent the discussion of the Pottawatomie park matter now going on in the newspapers, especially the articles in The News-Times purporting to come from Mr. Summers and Mr. Leeper, it seems proper and perhaps best that the park board should state the case to the public in a quiet and dispassionate manner. It does not seem that the bitterness, the acrimonious bellicose attitude of the individuals above referred to is at all necessary.

In order that the public may fully understand the situation it will be necessary to go back a few years into the history of the county. In 1881 the county commissioners purchased 40 acres just north of Mishawaka av. that the above named gentlemen say were purchased for a fair ground. This was done by the county commissioners pursuant to an act of the legislature giving them the power to purchase to an amount not exceeding \$5,000 in value. The actual sum expended at that time for these forty acres by the county commissioners was \$4,900. In the deed of record at the county court house the facts shown are that the county commissioners expended that sum for 40 acres of ground, it is not specified that anybody had any interest in them except the county commissioners, nor are they set aside for the use of any agricultural society or anybody else.

At the time of this purchase this ground was outside the city limits and was admirably adapted for fair purposes. The county has since that time paid nothing additional on these grounds. Later on they were abandoned by the fair or agricultural society. Twenty or more years ago, they just passed into "innocuous desuetude" as it were. In the meantime the city grew and expanded. Through this expansion, very much because of the large factories and because of the location of the watch factory near these grounds, the consequent building of homes all around and about the Pottawatomie tract and the sequence of the extension of the city limits far beyond its former confines—these things have made its value several times the original cost. In the year 1905 certain owners of fast horses wanted a place in the city to give driving matinees. It was finally agreed that if the old fair grounds would be turned over to the city to use for park purposes, the driving association would be permitted to use Colfax av., which was done. It is generally understood that Mr. Summers and Mr. Leeper were instrumental in making this arrangement. "Consistency, thou art a jewel." In 1905, or thereabouts, the legislature passed an act permitting the transfer, from the county commissioners to the city authorities, of these grounds for general park purposes, which was done by the county commissioners in 1906, provided the city expend thereon yearly not less than \$1,000. In 1911 a subsequent act was passed permitting further transfers.

The city has fulfilled its part of the bargain and has expended on these grounds approximately \$10,000, or about twice what the county has expended on them, and is expecting to spend a great deal more. In short, there exists what the legal fraternity term a contract, between the county commissioners and the board of park commissioners. The city took over these grounds in good faith and has fulfilled its part at the bargain. The fact of this contract existing, has transferred the property into the city's hands. It now belongs to the city with a single exception of the transfer of the deed or fee simple, which will require an enabling act by the legislature.

A short time back the present legislators were asked into conference with the park board. Mr. Summers stated that he would not favor turning the property over to the city unless the city paid back to the county the original purchase price. The park board felt it should not do this because of the fact, as above stated, that the city has already expended twice as much money on these grounds as has the county. Still a little later a meeting was arranged between the legislators, the park commissioners and the county commissioners, at which meeting there were also present the mayors of South Bend and Mishawaka and various farmers. At this meeting the park board announced that in a spirit of fairness and of compromise, it would pay back to the county the original purchase price, and, in addition, allow an agricultural society to build an exhibition hall on the grounds. Since herein the park board acceded to all the claims of the fair promoters, the latter immediately changed tactics and wanted the "unearned increment" of the land, notwithstanding the fact that even if the city would pay the county the \$65,000 the county commissioners are limited by the law to spend no more than \$5,000 for another site, later they changed their attitude still further and decided that it became simply a question as to whether the city would be allowed to rob the county. Now you would think from this that the city was a band of highwaymen and that the park board was preparing to pick up the grounds bodily and remove them to Michigan, or some other region. The truth is, however, that the grounds will remain just where they are and that the same people, meaning all the people of the county, have the same access to them as before. It is merely a transfer of authority to a different board for a more up-to-date purpose. If the park board is enabled to continue to work out the plans as made by George E. Kessler, Pottawatomie park will soon emerge a "thing of beauty forever," and in its present location will in this way far better subserve the interests of a greater number of people. Many people have built homes at or near this park with the expectation that it would be such. Now if this is all to be changed back to the conditions existing when the fair pertained, with its incident building of a huge fence surrounding it, of the many animal sheds, and the book-making establishments under the grand stand, and what not, then their property would surely be materially damaged. If you don't think so, how would you like similar conditions planted in front of your home on the plea that a good many years ago certain of the farming community had an interest therein? At the meeting at the county commissioners' office Mr. Leeper stated that the city hadn't the money to build up the parks, and that all the fair promoters wanted of the place anyway was its use for 10 years. Now it is quite true that the city cannot come into possession one year and have a perfected park there the next. Parking is a matter of vision, of looking ahead, of planning, and then year by year growing to it. The park board does lament that it isn't allowed greater leeway in the way of funds to accomplish its results more quickly, and yet, the board having been organized only about five years, it is really amazed to see what it has accomplished, though much was done before this board was organized, and eventually every South Bendor who has a real interest in his city will feel a glowing pride therein. No city in Indiana, except Indianapolis, can equal South Bend in that. Every city of any importance is meeting this modern need of society, not only for parking purposes, but for adequate play ground facilities, and the latter is what the park board has been laboring on assiduously. The constant use of these not only by the children but by the grown-ups, notably the watch factory people, is the best testimonial of their worth. This is true in winter as well as in summer, for, the skating rinks there are constantly filled with a throng of people. If these grounds are eventually taken away from the park board, it and the public generally will feel sorry that a long step backward has been taken, but the board will manage to get along without them if they must. The board believes, however, that the public of South Bend all of whom are interested almost as deeply as is River Park, is very decidedly against any such disposition of the tract. Every one so interested, anywhere in the city or county, should write the legislators of this county and let them know the fact. The legislators should be apprised of the fact that at least two-thirds and perhaps three-fourths of the public will be emphatically in favor of the city retaining the tract as Pottawatomie park, and of receiving the title thereto by virtue of its contract and the monies expended thereon.

From the talk of some of the fair proponents one would think that the farming community had no friends expect this little coterie that has been carefully nursing anger and spite ever since their efforts were defeated in the legislature two years ago by the park board, various citizens as delegates, and ex-Mayor Goetz, whose business it was to look after the city's interests. They did look after them and will do it again to the best of their ability. This, in spite of the fact that at the meeting with the legislators above referred to;

(CONTINUED ON PAGE 12.)